

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** David Beran

**DATE:** August 21, 1992

**FROM:** Alejandro Lopez

**SUBJECT:** Marketing Perceptions - \$8,350

**Project:**

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of two focus groups for New Flavor Brainstorming.

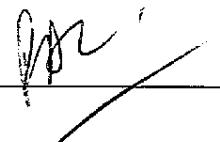
**Budget:**

The cost of conducting this research is \$8,350 and will be covered by the 1992 Consumer Research budget.

**Competitive Bid:**

Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez



David Beran



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